

A Study on Impact of Marketing Strategies

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Abstract—This study examines the impact of marketing strategies adopted by Travancore Sugars and Chemicals Limited (TSCL) on consumer behaviour, market share, and sales performance. The research aims to identify which marketing tactics—product positioning, pricing, distribution channels, promotional activities, and branding—have most effectively influenced customer preferences and purchasing decisions in the regional sugar and allied chemicals market. A descriptive research design was adopted, using a structured questionnaire administered to 100 respondents comprising retailers, distributors, and end consumers, supplemented by interviews with five company marketing personnel and secondary data from company reports and industry publications. Data were analysed using descriptive statistics, cross-tabulation, and simple inferential tests to detect relationships between specific strategies and outcome measures. Findings indicate that targeted promotional campaigns and strengthened distributor relationships significantly improved brand recall and purchase frequency, while competitive pricing and consistent product quality were key drivers of customer loyalty. However, gaps in digital marketing presence and limited product diversification constrained broader market expansion. The study concludes with recommendations for enhancing digital engagement, optimizing channel management, and adopting value-added product strategies to sustain growth. The findings provide actionable insights for TSCL management and contribute to the literature on marketing effectiveness in traditional manufacturing sectors.

Index Terms—Marketing Strategies, Behaviour, Brand Promotion, Sales Performance, Travancore Sugars and Chemicals Ltd. (TSCL), Product Positioning, Customer Loyalty, Distribution Channels

I. INTRODUCTION

1.1 INTRODUCTION

Marketing plays a vital role in the success of any business by creating awareness, influencing consumer decisions, and fostering long-term loyalty.

In highly competitive industries, companies must adopt strategic marketing initiatives that differentiate their products, build a strong brand identity, and create value for consumers. In sectors such as the liquor industry, consumer decisions are shaped not only by product quality but also by brand perception, packaging, pricing, and distribution strategies. As a result, marketing becomes an essential tool for influencing consumer behaviour and achieving sustained business growth.

The liquor industry in Kerala operates under stringent regulations, including restrictions on advertising, pricing, and promotions. Government-controlled distribution channels, such as Bevco outlets, dominate sales, limiting the ability of companies to reach consumers through conventional advertising methods. In such an environment, alternative strategies—like effective brand positioning, packaging design, pricing, and distribution management—become crucial for influencing purchase decisions. Companies must find innovative ways to communicate product quality and brand identity to the consumer while adhering to legal restrictions.

Travancore Sugars and Chemicals Ltd. (TSCL), a Kerala government-owned company established in 1937, has evolved from a sugar manufacturer into a leading producer of Indian Made Foreign Liquor (IMFL). Its flagship product, Jawan XXX Rum, has gained widespread recognition for its consistent quality and affordability. TSCL's marketing strategies, including product packaging, pricing, and distribution, have played a critical role in maintaining its competitive position. For instance, the distinctive bottle design, clear labeling, and premium feel of the packaging help attract consumers and reinforce brand image, which is especially important in a market where traditional advertising is limited.

The company's pricing strategies also play a crucial role in consumer decision-making. By offering

products at competitive price points while maintaining perceived quality, TSCL appeals to both price-sensitive and status-conscious consumers. Similarly, its distribution network ensures product availability across urban and semi-urban areas, increasing accessibility and convenience for consumers. These strategies combined help TSCL strengthen consumer loyalty and maintain a stable market share in a regulated and competitive environment.

Modern consumers are increasingly brand-conscious and quality-driven, influenced by global trends, lifestyle changes, and digital exposure. In this context, TSCL's marketing strategies must not only maintain brand recognition but also resonate with consumers' emotional and psychological preferences. Understanding how packaging, pricing, and brand image influence consumer behaviour is critical for ensuring that remain TSCL's products relevant, attractive, and competitive in the market.

1.2 INDUSTRY PROFILE

Liquor production is one of the profitable businesses in today's world. In India several private, public and government companies are producing liquor and making huge profits.

The liquor industry in Kerala is one of the most regulated and structured markets in India. The state government controls the sale, distribution, and pricing of alcoholic beverages through the Kerala State Beverages Corporation (Bevco). This monopoly over retail and wholesale sales creates a unique marketing environment, where traditional advertising methods like television, print, and social media promotions are heavily restricted.

1.3 THEORETICAL BACKGROUND

The study on marketing strategies is grounded in several key marketing theories. Kotler's Marketing Mix Theory (4Ps) emphasizes that product, price, place, and promotion must be strategically managed to influence consumer behaviour and achieve business objectives. Porter's Generic Strategies Theory suggests that firms can gain competitive advantage through cost leadership, differentiation, or focus strategies. In the context of TSCL, differentiation through product quality, packaging, and promotional activities plays a critical role. Consumer Behaviour Theory explains that marketing strategies shape consumers' perceptions, attitudes,

and purchase decisions by creating awareness, building brand loyalty, and influencing buying patterns. Together, these theoretical frameworks provide a foundation for analyzing how TSCL's marketing strategies impact sales performance, customer satisfaction, and market competitiveness.

1.4 RESEARCH PROBLEM

In today's competitive business environment, companies must develop effective marketing strategies to attract consumers, enhance brand loyalty, and maintain market share. This is especially true in the liquor industry in Kerala, which operates under stringent regulatory restrictions. The Kerala government controls the production, pricing, and distribution of alcoholic beverages, while advertising is largely prohibited. As a result, companies cannot rely on traditional media campaigns to influence consumer behaviour and must instead use alternative marketing strategies such as branding, packaging, pricing, distribution, and point-of-sale promotions.

1.5 NEED FOR THE STUDY

- Effective marketing strategies are essential for attracting and retaining consumers in a highly competitive environment.
- The liquor industry in Kerala is unique and highly regulated, with advertising restrictions and government-controlled sales channels like Bevco.
- In this context, marketing strategies—such as packaging, pricing, brand positioning, and distribution—are primary tools for influencing consumer behaviour.
- TSCL has a long-standing market presence and popular products (e.g., Jawan XXX Rum), but limited research exists on the effectiveness of its marketing strategies.
- Key questions include which strategies influence purchase decisions, how consumers perceive the brand, and what drives brand loyalty.
- Understanding consumer behaviour is crucial, as modern consumers are brand-conscious, quality-driven, and influenced by packaging and labeling.

1.6 OBJECTIVES OF THE STUDY

- To identify and examine the marketing strategies currently implemented by TSCL.
- To analyze consumer awareness and perception

of TSCL's marketing initiatives.

- To evaluate the influence of marketing strategies on consumer buying behaviour.
- To identify challenges faced by TSCL in implementing marketing strategies.

II. LITERATURE REVIEW AND RESEARCH DESIGN

2.1. LITERATURE REVIEW

Marketing strategies significantly influence consumer behaviour, brand loyalty, and sales performance. Kotler and Keller (2016) highlight that an effective marketing mix—product, price, place, and promotion—enables companies to meet consumer needs and achieve competitive advantage. Porter (1985) emphasizes that firms can sustain market leadership through differentiation, cost leadership, or focus strategies, making strategic planning crucial in competitive industries.

In the context of consumer behaviour, Schiffman and Kanuk (2010) note that marketing strategies shape perceptions, attitudes, and purchase decisions by influencing awareness, brand preference, and loyalty. Aaker (1996) emphasizes the role of brand equity in strengthening consumer trust and enhancing the effectiveness of marketing efforts. Kotler (2003) also highlights that promotional activities, strategic pricing, and effective distribution are vital tools to attract and retain customers, especially in regulated markets where direct advertising is restricted.

2.2. RESEARCH GAPS

- Limited prior research on public-sector liquor companies
- Lack of consumer-specific studies
- Short-term focus in existing literature
- Limited research on indirect marketing strategies
- Minimal studies on regulatory impact
- Lack of comparative studies

III. RESEARCH METHODOLOGY

3.1. RESEARCH DESIGN

The research design for this study is descriptive research, aimed at examining the impact of marketing strategies on consumer behaviour for Travancore

Sugars and Chemicals Ltd.

(TSCL). A descriptive design is appropriate as it helps to systematically describe the characteristics, perceptions, and responses of consumers toward the company's marketing initiatives.

3.2. RESEARCH AREA

The research covers four major districts of Kerala:

- Thiruvananthapuram
- Ernakulam
- Pathanamthitta
- Kottayam

3.3. POPULATION AND SAMPLING

1. Population: The population for this study includes consumers of Travancore Sugars and Chemicals Ltd. (TSCL) products and retail managers in Kerala. It encompasses individuals who purchase TSCL's liquor and beverage products from regulated outlets such as Bevco, as well as managers responsible for product sales and promotions in retail stores.

2. Sample Size: 100 Respondents

3. Sampling Method: Convenience sampling, selecting respondents who are easily accessible and have experience purchasing TSCL products.

3.4. SOURCE OF DATA

The study utilizes two major types of data sources — primary data and secondary data. Primary data are collected directly from respondents through structured questionnaires, interviews, or direct interactions. The respondents include TSCL consumers, retail shop managers, and marketing personnel associated with the company. Primary data help to understand how marketing strategies are perceived and how they influence buying behavior. Secondary data are obtained from company records, annual reports, government publications, journals, books, and websites. These data sources help provide background information, industry trends, and statistical insights about the liquor market and TSCL's performance. The combination of both data sources ensures that the study findings are well-grounded and comprehensive.

3.5. TOOLS AND TECHNIQUES

1. **Structured Questionnaire:** A five-point Likert scale questionnaire was prepared for consumers to assess their perception of TSCL’s marketing strategies, including product quality, pricing, promotions, packaging, and brand image.
2. **Interview Schedule:** Semi-structured interviews

were conducted with retail managers to gain qualitative insights into the effectiveness of marketing strategies and consumer responses.

3. **Secondary Sources:** Company reports, journals, articles, and online resources were reviewed to supplement primary data.

IV. DATA ANALYSIS AND INTERPRETATION

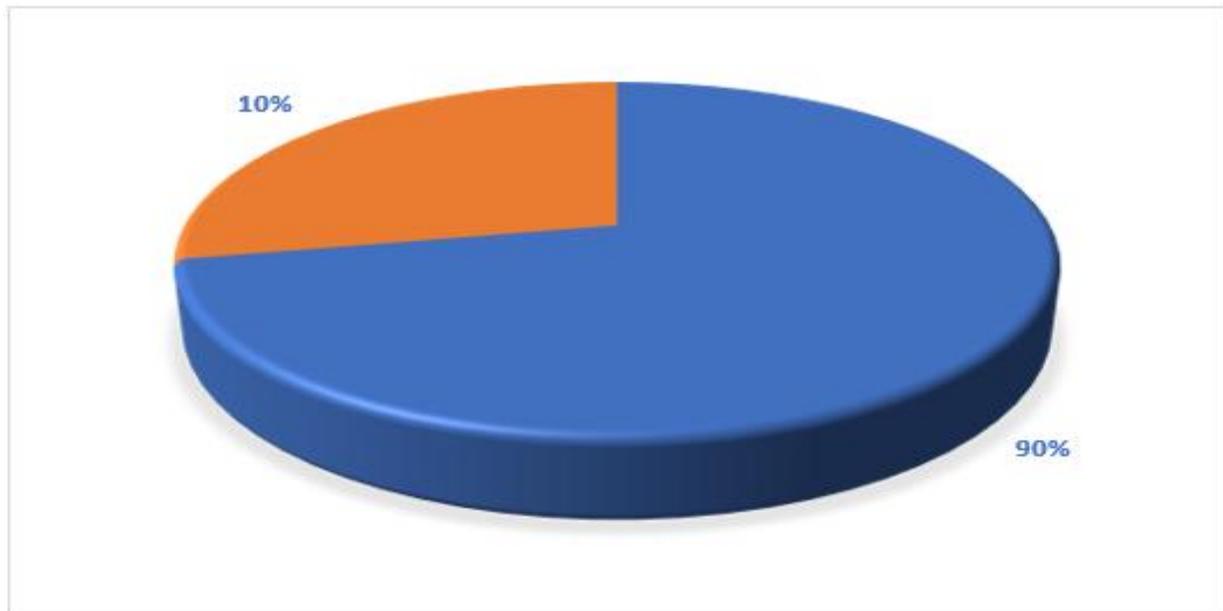
4.1. GENDER

GENDER	NO OF RESPONDENTS	PERCENTAGE
Male	90	90%
Female	10	10%
Total	100	100%

TABLE 4.1.1

FIGURE 4.1.1

INTERPRETATION



The analysis of gender distribution among the respondents reveals that a majority, 90%, were male, while the remaining 10% were female. This indicates a higher participation of male respondents in the study, suggesting that their perspectives may have a stronger influence on the overall findings.

4.2. Frequency of Purchase

FREQUENCY	NO OF RESPONDENTS	PERCENTAGE
Weekly	20	20%
Monthly	55	55%
Occasionally	25	25%
Total	100	100%

TABLE 4.2.1

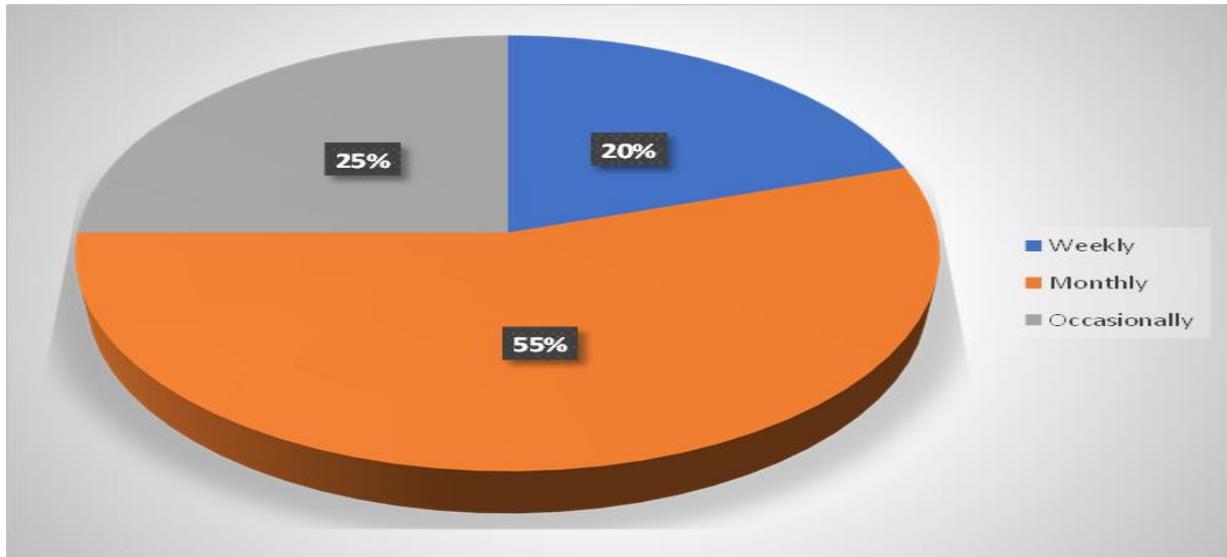


FIGURE 4.2.1

INTERPRETATION

More than half of respondents purchase the products monthly (55%).

4.3. Advertising Effectiveness

RATING	NO OF RESPONDENTS	PERCENTAGE
very Effective	25	25%
Effective	50	50%
Neutral	15	15%
Ineffective	10	10%
Total	100	100%

TABLE 4.3.1

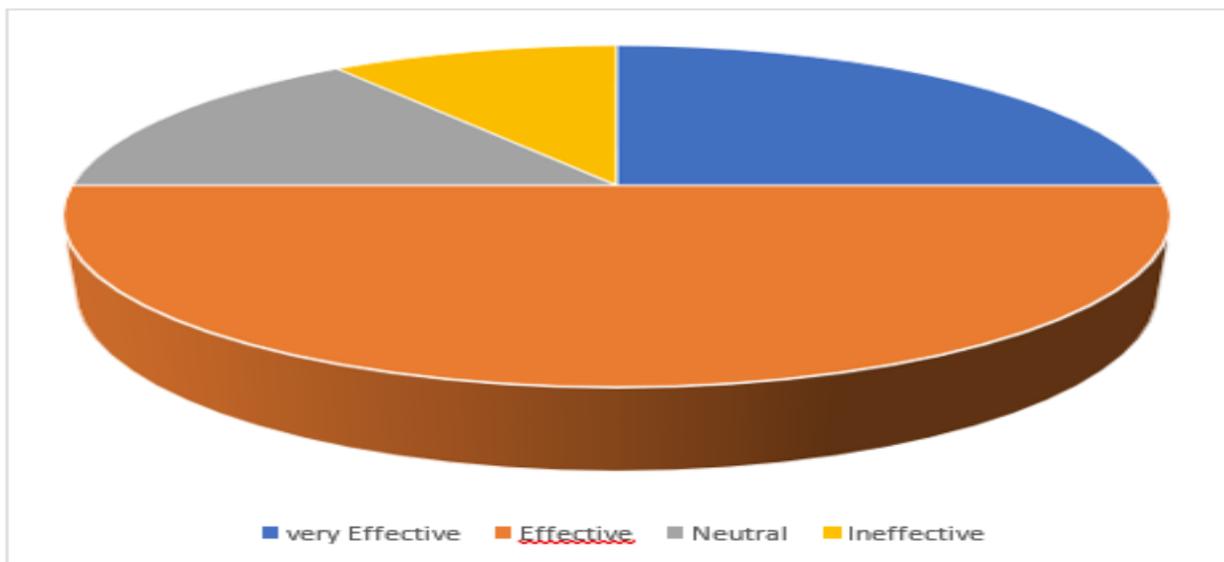


FIGURE 4.3.1

INTERPRETATION

75% believe TSCL's advertising strategies are effective.

and Consumer Behavior. McGraw Hill Education.

V. CONCLUSION AND RECOMMENDATIONS

The study concludes that the marketing strategies adopted by Travancore Sugars and Chemicals Ltd. have helped the company maintain a strong brand image and loyal customer base over the years. However, it is evident that the firm relies heavily on traditional marketing methods, which limit its potential in today's competitive and digital-driven market. While the company performs well in product quality, pricing, and distribution, there is a strong need to modernize its marketing practices through digital platforms, innovative promotions, and customer-centric approaches. By blending its legacy strengths with modern marketing tools, TSCL can enhance its market share, attract new customers, and ensure sustainable growth in the long run.

- Enhance Digital Marketing
- Develop a Modern Advertising Strategy
- Improve Product Packaging
- Introduce New Product Variants
- Enhance Customer Feedback System
- Conduct Regular Market Research
- Strengthen Dealer Relationships
-
- Expand Market Reach

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